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Zant's
Blue Ribbon
DAHLIAS

1939



JOHN J. ZANT

Grower of

**Blue Ribbon
DAHLIAS**

OUR EXHIBITION GARDENS

Of Three Acres

are located a half mile East of Grand Rapids on the new Super Highway. Three Trunk Lines pass our Gardens — US-16, M-21 and M-50.

Long Distance Phone 8-7938

**Zant's
WILDWOOD GARDENS**

Dahlias Exclusively

2160 East Fulton Road Grand Rapids, Michigan

**FARM PLANTING AT
WAYLAND, MICHIGAN**



Our Greetings for 1939

(Our 24th of Growing Dahlias)

It's a pleasure to be able to greet so many valued old and new friends with this newest book of Zant's Blue Ribbon Dahlias. I appreciate your continued and increasing patronage. I appreciate the many new customers your recommendations of Zant's continually bring us. I appreciate the increasing number of letters that say "here's a check and a list of what I now have — send me what you think I should have." But I appreciate most of all the stacks of letters and pictures I get in the fall telling me of pleasure and success you have had in growing our full-of-vigor Michigan-grown roots and plants. We really appreciate those letters. (See our prize offer.)

On account of present conditions we have greatly reduced the prices, especially on late introductions. Our famous green plants are now only one-third the price of roots on most of the latest varieties. We hope to receive at least a portion of your 1939 orders, which we promise to fill with husky full-of-life roots, and Michigan's finest plants. A trial order will surely prove what we claim. In Michigan it's ZANT'S for quality, service and reliability.

Sincerely yours,

JOHN J. ZANT,
Landscape Architect and Dahlia Grower.

THE GREATEST DAHLIA BARGAIN IN THE WORLD!

Zant's — 3 for \$1.00

ONLY ONE TO A CUSTOMER

SPECIAL

A ROOT EACH OF

California Idol, A Giant Yellow
Hunt's Velvet Wonder, Burgundy
Cavalcade, Deep Rose.

Catalog Value \$2.50

All Three for \$1.00 Postpaid

We Want You to Try

ZANT'S BLUE RIBBON DAHLIAS

When you order this Super Special please send us the names of three friends whom you know are interested, or are now growing some Dahlias, and we will send them our latest catalog.

Note: This offer void after April 1st.

1939 HONOR ROLL DAHLIAS

Which We Selected As Most Outstanding

BURCH FORAKER, (Slocum), I. D.

A seedling of Son of Satan and Michigan's most outstanding and highest scoring dahlia at Mid-West Trial Gardens. Stems long and straight, blooms 12 inches, very deep, and the color the brightest flame red we've ever seen. It was a sensation in our garden where we had it on trial for two years.

Roots \$10.00; Plants \$4.00

EVERYBODY'S FAVORITE, (Salem, D. G.) I. D.

A rose pink bloom without the faintest trace of lavender, it can easily be grown up to 12 inches by almost 8 inches deep. Petals twist and turn back to stem, flowers face to the side and have good substance. Won the D. W. Hart Medal at Mid-West Show in Detroit, 1938.

Plants \$10.00

HILLSIDE GOLD, (Bissell), Str. C.

Color gold to autumn shade. A winner at Cleveland in basket arrangement. Extra fine cut flower and good keeper.

Plants \$3.35

HILLSIDE SUNSET, (Bissell), I. D.

Color golden yellow edged and suffused with red in the early part of the season, later showing mostly gold. Largest and Best Bloom in the show at Cleveland. A seedling of Margrace which is recommendation enough.

Plants \$5.00

LOIS WALCHER, (Walcher), F. D.

Color dark true purple with white tips, a bi-color that went to town at the shows. Achievement medal winner at New York and Detroit and four other shows. Ideal stems and blooms keep well. This is one of the just must have varieties.

Plants \$3.50

MISS IONIA, (Slocum), In. Cac.

A beautiful rose or watermelon pink. Winner at Mid-West Trial grounds. 12-inch stems, strong and stiff, healthy foliage, flowers 4½ to 7 inches. The best selling cut flower in our garden where we had it on trial for two years.

Roots \$5.00; Plants \$2.50

PINK GRAND, (Golden Rule), I. D.

The originator says this is for those who have trouble growing Kathleen Norris. It's a beautiful shade of pink on good stems. Healthy foliage and a Certificate winner at East Lansing Trial grounds.

Plants \$5.00

PREMIER'S WINSOME, (Premier), I. D.

The most attractive Pink since Kathleen Norris and easy to grow, giving massive blooms in great abundance, will grow to 11 x 6 inches without any forcing, stems slender but very strong, heavy foliage that is resistant to insects and mildew. Certified at East Lansing this year with a score of 85.2.

Plants \$5.00

RITA WELLS, (Wells-Ruschmohr), I. D.

Peach and light gold on cream ground, with pink on outer petals and on reverse side. Petals wide and pointed. Blooms very large, averaging in the garden a good 12 inches with a depth of 6 to 7 inches. Plant is healthy and a profuse bloomer. Won the American Home Medal at Rockville Center. A Quality Show.

Plants \$5.00

SAN FRANCISCO, (Ballay)

The 1938 sensation on the Pacific Coast. A gorgeous shrimp pink, extra large flower on extra long strong stems. As Mr. Eddy describes it in placing it on the California Honor Roll: "One of the finest pink dahlias I have seen in many moons."

Plants \$5.00

THELMA CAIN, (Cain-Parella), I. D.

Light coral red on outer petals, but shades to jasper pink at center and on backs of petals. Received a certificate at Storrs, 1937, and at East Lansing in 1938, so it must be good.

Plants \$5.00

Save Half Your Dahlia Dollars

Buy Zant's Green Plants

Our Green Plants are produced from our finest clumps selected in the field for propagating. We use base cuttings only and root them by electric heat. We grow them cool, which assures stocky plants; they are hardened off before shipping and the many letters of appreciation we have received prove that with the proper care they will produce as good clumps and usually far better blooms than roots and yet the price is only one-third to one-half the price of roots. Our own planting for several years has been at least 75 per cent plants.

BUT REMEMBER THIS

There's a big difference in plants, so place your order with a grower who you know has the knowledge and proper stock and equipment to produce the highest grade plants.

***Be WISE and ECONOMIZE with
Zant's Blue Ribbon Dahlia Plants***



***First Prize
Winner in Our
Garden Photo
Contest, 1938***

FIRST PRIZE

Hello Michigan:

Southbridge, Mass.

Well, John, this is the time we report. I have had a great display. You will find a few photos to enter into your contest. Murphy's Masterpiece was a beauty, two over 13 inches which you will see me holding in the photo. I asked a visitor, he is head gardener of a large estate to bring his employer down to see the blooms, but he said, "Do you want me to lose my job?" So I took that as a compliment to your stock. The following varieties all had blooms over 12 inches: America's Sweetheart, Miss Glory, Pride of America, Daddy Kemp, White Wonder, Hunt's Velvet Wonder, and Clara Carder. I had a lot of visitors who wanted to know where I bought my stock so please send me some extra catalogs next spring.

MR. DAVID YATES.

GENERAL LIST OF WORLD'S BEST DAHLIAS

ADIRONDACK SUNSET, I. D.

Color scarlet red with golden tips and reverse. Center of the flower is tipped golden orange. The favorite by popular vote at the New York Botanical Gardens in October.

Roots \$.75; Plants \$.50

*ALTMARK, S. C.

The color is rose, suffused lilac with a white center. A favorite with all visitors and one of the finest foreign varieties.

Roots \$1.00

AMERICAN PURITY, S. C.

Pure white, with straight long stems. Won at Philadelphia, Baltimore and Chicago, such prizes as Best Bloom, Largest in Show and the Achievement Medal.

Roots \$2.00; Plants \$.75

AMERICA'S SWEETHEART, I. D.

An immense variety that is very outstanding among the new introductions. Color is a pure yellow without a particle of shading. Many of the petals are double serated, and curl and twist as the bloom develops. They fold back to the stem, reminding one of a huge chrysanthemum.

Roots \$1.00

ARELDA LLOYD, I. D.

Certified at the Trial Gardens at both Storrs and East Lansing; color is a soft shade of yellow, reverse a clear yellow with pink veinings.

Roots \$1.00; Plants \$.50

AUTUMN SUNSET, (Koenig, 1937)

Honor Roll Dahlia. Color: Lemon yellow center, spreading to lightly tinted spinel red, toward outside of flower. Size: 10 to 12 inches normally. Foliage: Deep green, very tough and insect-resisting. Stem: Three to four feet long.

Roots \$1.50; Plants \$.50

AZURA, I. D. (Ballay)

Rosy lilac of very great diameter. Excellent stems and growing habits.

Roots \$.75

BERNICE GEER, (Geneva)

The best and brightest incurve cactus of old rose, slightly veined and tipped gold. Has been picked by the best dahlia critics as the outstanding cactus of the season. A winner at New York, Cleveland other shows. Selected for the Honor Roll by Leonard Barron and J. W. Johnson. Height 5 feet.

Plants \$1.00

BETTY COLTER, I. D.

A light salmon red throughout, shading to old rose at the base, of the long rolled petals. An early, free and continuous bloomer.

Roots \$.50

BETTY ZANE, I. D. (Mad River Gardens)

Nice large flowers of deep rose pink with a sheen of silver. Strong grower and well liked.

Roots \$1.00

BLUE TRAIN, F. D.

A fine shade of blue-purple, on top of great stems. A dahlia that will grow any place and insects let alone. You can't go wrong on this one.

Roots \$.50

BROOMALL'S PINK, (Broomall-Stephenson, 1937)

This is a dahlia Mr. Broomall considered fine enough to give it his name. It is outstanding in color, a true rose pink, and the heavy substance and texture of the petals give it a beautiful velvety appearance. It is semi-cactus in form and is easily grown 10 to 12 inches with good depth. Stems and foliage excellent.

Plants \$.75

BUCKEYE BRIDE, (Golden Rule, 1932), I. D.

Geranium salmon pink. The best cut flowers of them all. Three-foot stems. (H. R.)

Roots \$.50

BUCKEYE STAR, S. C.

Salmon or jasper pink with a golden yellow center. A flower equal to Frau O. Bracht in keeping when cut. This won two certificates in trial grounds in 1936 and in 1937.

Plants \$.50



*Second Prize
Winner in Our
Garden Photo
Contest, 1938*

SECOND PRIZE

Mechanicsville, Iowa
December 7th, 1938

I am sending you two pictures, one of America's Sweetheart, it had six extra large blooms, each as large as a dinner plate. The other is of Hunt's Velvet Wonder on the right which had ten blooms from 9 to 12 inches in diameter. The roots are keeping fine. I hope you and Mrs. Zant like the pictures.

REV. HERMAN FRENCKEN.

CADET, S. C.

One of Ballay's California originations somewhat like the popular Satan in formation but in color a light primrose-yellow, almost cream. A long petaled, graceful flower, long stems on a tall bush.

Roots \$1.00

CARL G. DAHL, (Scott), I. D.

Color emberglow with golden sheen and a sweet brier reverse. Healthy bush; height about 5½ feet; insect resistant; blooms from early summer until frost; blooms 11 to 14 inches; a dahlia to make you proud of your garden. Selected for the Honor Roll by J. W. Johnson.

Plants \$2.00

CALIFORNIA IDOL, I. D., (Ballay)

Large beautiful yellow with extra long stiff stems holding the blooms at a nice angle. Vigorous grower and greatly admired by all.

Roots \$1.00; Plants \$.50

CHALLENGER, S. C.

Color is a brilliant cardinal red; a vigorous grower and very attractive. Blue ribbon winner at the New York Show where it triumphed over Satan.

Root \$1.00; Plant \$.50

CHAMPOEG

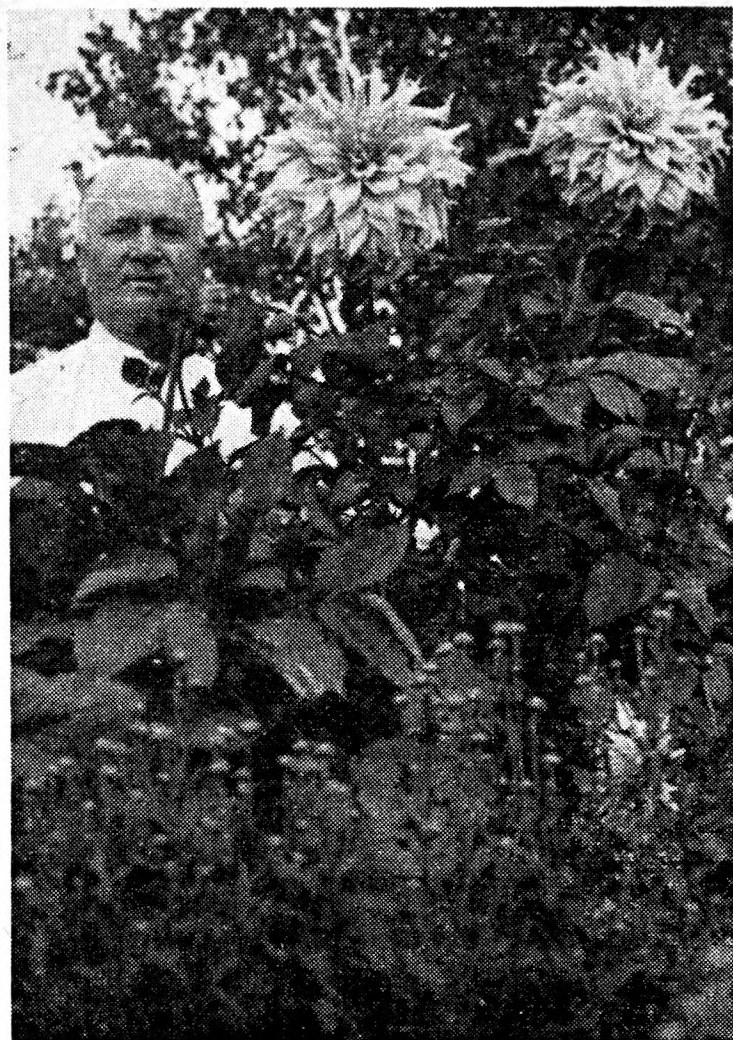
The unusual coloring of Champoeg makes it an especially attractive flower. It is a waxy canary yellow at the center and shades into a salmon pink.

Root \$.50

CHEROKEE BRAVE, (Ricks-Dahliadel), I. D.

Oxblood red, holding its color in the sun. Best undisseminated seedling in Atlanta and first in the seedling class in Cincinnati. Size of bloom is 10 to 13 inches across. Prolific and early bloomer.

Plants \$1.50



*Third Prize
Winner in Our
Garden Photo
Contest, 1938*

THIRD PRIZE

Garden City,
Long Island.

Enclosed you'll find two pictures of some of the dahlias I grew last summer. They are Murphy's Masterpiece and American Sweetheart. I did have a lot of people admire my dahlias.

JOSEPH S. DORMAN.

CLARA CARDER, I. D., Kemp

This giant is a cyclamen pink with a flush of yellow at base of petals. Husky grower and one of the best pinks to date.

Roots \$.50

COLONEL LEWIS, I. D.

Here we have a winner, in a deep rose pink, reverse same color; an early bloomer with the best of stems, and foliage. A vase of three blossoms was judged the best at West Virginia Show.

Root \$.75; Plant \$.50

CORNELIA BRYCE PINCHOT, I. D.

One of the richest colors; a glowing burgundy red on a heavy deep flower. Winner at Chicago as best seedling of the year 1934. Also at Bryn Mawr, it won as the largest and finest bloom. On the Honor Roll.

Roots \$.75

DADDY KEMP, I. D.

Another Roll of Honor variety and a sensation in our garden. It certainly made good. Color, a rich purplish red of immense size, 14 inches and over, and 5 to 7 inches in depth. Grow 3 to 4 stalks to assure good stems.

Roots \$.50

DAHLIADEL GOLD, F. D.

Here is a variety which can win in the largest bloom class if grown as it should be. Color, a pleasing golden yellow, shading darker at the center with a suffusion of light coral red.

Roots \$.50

*DARCY SAINSBURY, F. D.

Another of the fine additions to the white class. This Australian variety has size and formation to make it a contender in any show. We recommend it.

Plants \$1.00

DAUGHTER OF VENUS, (Deland), I. D.

Color rose pink with orchid center. Good stems. Honor Roll.

Roots \$.75

DAVID COPPERFIELD, I. D.

Another of the giants, color lavender violet purple. The blooms stand staunchly on straight stems on rugged bushes. These blooms have great depth and very high centers.

Plants \$1.00

DEAN ANDERSON, I. D., (Mad River)

A really great dahlia of large size and good depth with excellent habits of growth. The color is an uncommon radiant henna-orange.

Plants \$1.50

DISCOVERY, (Salem, 1937), I. D.

Deep rosy magenta with deep reddish garnet center. Many of the petals twist, showing a rose reverse. Very attractive in color. Bush of medium height; stems are strong. Excellent for forcing for the largest bloom class. Shown once against most of the big ones, winning first. Very fine.

Plants \$.75

DREAM BEAUTY, (Dec.), 1938

A mighty fine bi-color, lavender purple with white tips, large blooms, good stem.

Plants \$1.00

WIN A PRIZE — SEND US A PHOTOGRAPH of your own garden of Zant's Blue Ribbon Dahlias when they bloom next fall. We are offering \$25.00 in Roots as prizes for the three best photographs received by December 1st, 1939. First Prize, \$15.00; Second Prize, \$7.50; Third Prize, \$2.50. Prize winners will be reproduced in Zant's 1940 Book of Dahlias.

EAGLE ROCK FANTASY

Color a light mallow pink, but most every visitor called it orchid. It is very large and continues so until frost.

Roots \$.75

ELEANOR M. RADELL, I. D.

A new color combination; lovely shell pink shading to deep rose at center. It is a fine, clean growing dahlia. Certificate of Merit, Storrs, 1932.

Roots \$.50

ELISSA LANDI, F. D.

One of the 1934 introductions that has proved a great success. It is a formal decorative with a slight wave in the petals. A brilliant coral, fine foliage, good growth, and an exceptionally good keeper.

Roots \$.75; Plants \$.50

***ENTRUPS MONARCH, I. D.**

A brilliant cherry carmine, on a white ground, the colors blend in a most enhancing manner, the petals are long and broad, and twist gracefully near the tips.

Roots \$.75; Plants \$.50

FANNIE SANDT, S. C.

Intense rose pink, large size, faultless grower. One of the most beautiful cactus varieties, a great favorite with visitors.

Roots \$.50

FIREBALL, (Bissell, 1937), F. D.

A brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resistant. Received Certificate of Merit and on Honor Roll.

Roots \$1.50; Plants \$.50

FRANK WERNER, I. D.

A gigantic California 1938 origination, a show winner. Color is a warm apricot salmon and red. Strong straight stems, heavy foliage. A good keeper as a cut flower and admired by everyone.

Plants \$2.50

FRECKLES, (Kemp, 1937), I. D.

Color is a lemon-chrome, striped, blotched and speckled bright scarlet, irregularly distributed over the yellow ground color. Blooms of this spectacular dahlia were grown up to 14 inches in width, and correspondingly great depth, and was many times first prize winner in the bi-color classes.

Plants \$.60

FREDA GEORGE, (Australia), I. D.

Bloom 9 by 5 inches. Bush 5 feet. This imported Informal Decorative from Australia is a sulphury white tipped and suffused violet rose. It has strong, erect stems, with well proportioned healthy foliage. A very attractive dahlia in the pastel shades and root stock very scarce.

Plants \$1.00



*Fourth Prize
Winner in Our
Garden Photo
Contest, 1938*

FOURTH PRIZE

China Grove, N. C.
November 27

For several years I have purchased dahlia plants from you and have had the largest and most beautiful bloom ever raised in this section.

Although planted about June 20th, my friends often remark of the sturdy growth and large foliage and number of giant sized flowers. I got a friend to make a few pictures for you to see. Two photos are of the Commodore. The one bush had eight from 10 to 13-inch blooms on it at the time the picture was made.

MRS. IRENE CAMPBELL.

New Duluth, Minn.,
March 30

I am enclosing an order for some more dahlia plants and am hoping that they will be as fine as those I received from you last year. I have purchased plants from growers all over the country and I have never received as fine husky plants as those I got from you last year. They bloomed beautifully all summer.

MRS. C. W. C.

GEORGE RELYEA, F. D., Wayland Dahlia Gardens

A fine bi-color, salmon-orange, tipped white, 8 to 10-inch blooms on extra long stems. Very popular with visitors. We think Mr. Ryno has a winner here.

Roots \$5.00; Plants \$1.00

GEORGE O. WALLACE, I. D.

A real exhibition dahlia of light yellow, reverse shaded white, and truly outstanding. Bushes are 6 feet tall, upright in growth. Husky and insect-resistant. Blooms measure 12 by 6 inches under ordinary cultivation with stems 15 to 22 inches to the first leaf.

Plants \$2.00

GLADYS SANDFORD, (Foreign), I. D.

Gigantic blooms of bright yellow shaded apricot, a sensational variety and scarce.

Plants \$1.50

GOLDEN BEAUTY, I. D.

1937 introduction, winner at Storr's trial grounds, where it was noted for good growth, immense size. The stout stems carry giant blooms to erect facing position. Very popular with garden visitors. Color of its central petals are apricot yellow, splashed with jasper pink. Really, a beautiful dahlia.

Plants \$1.00

GOLDEN MONARCH, (Almy, 1936), I. D.

Golden yellow suffused orange buff. A medium height bush producing freely huge full centered blooms.

Plants \$.50

GOLDEN STANDARD, C.

A warm buff shaded amber and gold. Very full centers and evenly arranged petals. Bush is a good, open grower. Stem holds flower facing at right angles. Won as the best undisseminated cactus in New York and also won the President's Cup.

Roots \$.50

GRACE O'NEIL, MINIATURE CACTUS

First ribbon winner at Mid-West Show, a fine free bloomer on best of stems, fine shade of pink with silver tips. A sensation wherever shown. It's a beauty.

Roots \$.75; Plants \$.50

GRACE MOORE, (Cordes, 1938), S. C.

Color, deep even shade of lavender or lilac pink. A good keeper and good stems. Also has a good strong open bush. Scored 85E at trial grounds.

Plants \$1.50

GRAND MASTER, F. D.

An immense flower 12 to 14 inches, flowers forming a complete oval. The color is bronze shading to orange at center. Winner of the American Home Achievement Medal at the Mid-West Show in addition to several other honors.

Plants \$1.50

GRAND SLAM, (Hulin)

A true semi-cactus of deep rose, citron yellow and light pink. The 9 to 10-inch blooms are held on good stiff stems; insect-resistant foliage; height 5 feet; floriferous; very attractive and winner of many prizes.

Roots \$1.00; Plants \$.50

***GRETEL, S. C.**

A remarkable free blooming sort that is excellent for basket work. Blooms are of medium size or slightly less. The color is a bright henna-orange.

Roots \$.50

GREATER GLORY, (Salem, 1937), S. C.

Rose pink bloom of great size on extra long stems. Winner of eleven first prizes at National, Central States and other leading shows; also A. D. S. Medal. Good grower.

Roots \$2.50; Plants \$1.00

HILLCREST MANDARIN, (Scott), I. D.

A flashy big flower, brilliant oriental scarlet and golden yellow, one of the brightest colors. The plant is a thrifty grower and a free bloomer.

Roots \$.50

HILLCREST SUNSET, I. D.

The giant blooms are held erect on stiff 3-foot stems way above the healthy, insect-proof foliage. Color: a beautiful blending of sunset shades. Unusually attractive.

Roots \$.50

HI-LITE, (Lee), I. D.

Winner at the Washington State Show as the best Informal Decorative. Rich velvety carmine shaded with rose red, tipped lightly with gold, reverse silver. Very beautiful; stiff stems. Very large deep blooms.

Roots \$.75

HUNT'S VELVET WONDER, I. D.

Another giant of great beauty. Color is a rich, bright violet burgundy. The petals are long and wave and taper near the tips. The blooms, which can be grown to giant size are held facing sideways on good, strong, cane-like stems, well out of the foliage. On Hart's Honor Roll and it sure deserved the honor.

Roots \$1.00

INCADESCENCE, I. D.

The color is rich rosy buff with a shading of yellow reverse light old rose. It is a seedling of Jane Cowl and scored 85 in Fast Lansing Trial Gardens. Large blooms on cane-like stems make this a real attraction in any up-to-date garden.

Roots \$1.00; Plants \$.50

JEAN TRIMBEE, (Trimbee), S. C.

New large, long petaled, thick flower of Petunia violet. Tall strong grower. Good stems. (H. R.)

Roots \$.50

JERSEY'S DAINTY, S. C.

Here is a beauty. A pure white that looks you straight in the face on extra long wiry stems. Profuse bloomer and a garden attraction and cut flower that can't be beat.

Roots \$.50

JIMMIE FOX, (Johnson, 1937)

A spectacular dahlia of giant size, 13 by 8 inches, held on long, strong stems. Color, coppery red, tinged henna. Winner of many medals at largest shows. A strong grower.

Roots \$2.00; Plants \$1.00

JUDGE SAMUEL SEABURY, (Etherington), I. D.

Immense, bold flowers of pink and cream. One of the best. It has size, splendid dark green foliage, and good stem.

Roots \$.60

JULIA IRENE, (Parrella-Hulin), I. D.

A seedling of Kathleen Norris, but a much improved variety. Taller bushes, better stems, better qualities and a fine root producer. The color is rose pink with streaks of deeper pink. A wonderful addition to a good planting.

Plants \$.75

***JULIUS C. BUNGE, S. C.**

A new one from Holland that will be popular here. A very deep, ideally formed flower that has met with instant popularity in arrangements as well as an exhibition and garden variety. American Home Achievement Medal winner in this country. Color, bright rose pink, medium size.

Plants \$1.00

KATIE K., (Lakeside), I. D.

Clear pink of large size on long stems. Received Certificate at Storrs and East Lansing in 1937. Listed on Leonard Barron's Honor Roll and J. W. Johnston's Futurity.

Plants \$1.50

V I S I T

our Trial Garden, where you can see the latest originations and our own seedlings. We also grow many sent to us for trial by leading growers and customers of ours. If you have a new seedling you think is outstanding, send us not over two roots — we will grow them, score them and show them to thousands of visitors for their opinion, if it makes good here, we will advise you.

KAY FRANCIS, S. C.

Honor Roll, 1934. Color, light lemon-yellow, never burns or fades, always bearing perfect flowers.

Roots \$.75

KEMP'S GREAT EASTERN, (1937), I. D.

One of the largest and most spectacular dahlias. It can be easily grown to 14 inches in diameter, a depth of six inches and over. The color is a blending of orange-gold and reddish bronze, a beautiful color combination.

Roots \$1.50; Plants \$.50

KEMP'S GOLDEN GIANT, (1938), F. D.

The blooms are of a golden yellow color, with buff reverse and without forcing at all have blooms up to 12 inches in diameter by 6 inches in depth. The substance of the petals is very thick and heavy, and the flower will keep for days after it is cut. Very prolific of large exhibition blooms from early mid-season until cut down by frost.

Plants \$1.50

KILGORE'S KING, (Kilgore), I. D.

Flesh outer petals, lemon-yellow center. Extra strong healthy bush and foliage. Very large blooms.

Plants \$1.00

LAETARE

Cactus, red and gold. This is one of the best recent additions to our cut flower list. Strong growing, free branching and blooming with nice stems and long keeping flowers.

Roots \$.50

LELAND STANFORD, (Ballay), I. D.

Brilliant cardinal red and one of the brightest in existence. Extra large flowers are held well on good stems. It has been grown 14 inches. Praised everywhere.

Plants \$.75

LORD OF AUTUMN, (Almy), I. D.

Unquestionably one of the greatest dahlias of all time. For exhibition it is unrivaled. Gigantic, deep, golden yellow blooms on cane-like stems. It is a certain prize winner in any show. We have excellent stock of this variety.

Roots \$1.00; Plants \$.50

LOUISE BATES, (Cordes-Eastman), S. C.

A very spectacular flower of immense size. Grown naturally, the blooms average 8 to 10 inches. The color is a beautiful orchid-lavender. A most prolific bloomer and a real exhibition flower.

Roots \$.50

MADAM QUEEN, F. D.

The darkest maroon we had in the garden. It's a fine grower, coarse foliage, long stems.

Roots \$.75

MAD RIVER CHIEF, (Mad River Gardens), I. D.

Rich velvety carmine of huge proportions. Tall bushes produce an abundance of extra large good keeping flowers of true exhibition type. This was one of the best in our entire planting the past season.

Roots \$2.00; Plants \$1.00

MAN-O-WAR, I. D.

Was the outstanding dark rich carmine red of the season and one of the best keepers. Winner of the American Home Achievement Medal in 1932 and on 1933 Honor Roll. A favorite of ours.

Roots \$.75

MARGRACE, (Bissell), I. D.

Here is a great dahlia. Certificate of Merit at both Storrs and East Lansing. At the Mid-West Show at Cleveland it won first in the Informal Decorative Class; and first in the Informal Decorative Class at Michigan State Show. A tall, upright grower. The color is a brilliant scarlet, tipped and striped with gold. On 1936 Honor Roll.

Roots \$1.00; Plants \$.50

MARY RITZER, (Ritzer), S. C.

A sport of Edna Ferber; color, pink; size of bloom slightly larger than Edna Ferber. Good grower. On Mr. Eldredge's 1936 Honor Roll.

Roots \$.75

MASON'S PURPLE BEAUTY, (For. Dec.)

A very fine velvety purple, formal decorative, having good substance to the petals with a silver reverse showing at the center of the blooms.

Plants \$.50

MIRIAM HOPKINS, (Cordes, 1936), S. C.

A beautifully formed semi-cactus with long wavy petals and a combination of colors that give it a rich copper-orange effect. Tall growing and produces many immense flowers held on good long stems. On three Honor Rolls. One of the finest in our garden.

Roots \$1.50; Plants \$.50

***MISS BELGIUM, I. C.**

My favorite. Also a favorite with thousands of visitors, an orange cactus free bloomer, extra good stems. A favorite with the florists.

Roots \$.50; Plants \$.50

MISS ELSIE JANE, S. C.

Bright shrimp pink with cream shadings at center and tipped violet rose. One of the most artistically formed dahlias with long wiry stems, making it ideal for arrangement. A good keeper whose color is even more beautiful under artificial light.

Plants \$.50

MISS ENGLEWOOD, (Englewood Gardens), I. D.

An informal decorative of spectrum red and carmine coloring. Scored at Storrs in 1935 and East Lansing in 1936. Can be grown 12 to 14 inches on good stems. Foliage tough and insect-resistant. Tall grower with prolific flowering habits.

Plants \$1.00

MISS GLORY, (Ballay-Success), S. C.

Great big apricot yellow semi-cactus as deep as its diameter, perfect long stiff stems carrying the large blooms well out of the foliage, erect and facing. Certificate at Storrs, 1935.

Roots \$1.00; Plants \$.50

MISS OAKLAND, F. D., Hook

A fine pure white formal decorative, prolific bloomer with medium size blooms. Fine for exhibition or cut flower, stems 12 to 30 inches long; vigorous growth and insect-resistant foliage. Certificate winner at both trial grounds, 1936.

Roots \$1.00; Plants \$.50

MISS OHIO, (Parenica), In. C.

One of our best cactus of American origin. Excellent for exhibition and cutting. The flowers are of artistic formation, stems are long, and the bushes seem resistant to insect attacks. The color is a lively lilac rose in the early season, and rose later.

Plants \$.50

MOOI LIMBERG, (Foreign)

A winner. Geranium red, wavy petals, good stems. Certificate at Haarlem, 1936.

Plants \$.50



*Path to the
Main Garden*

●

*250 Plants
of
Fred Springer
used for border*

MONMOUTH QUEEN, F. D.

This fine light yellow made good all over the country. Flowers are 10 to 12 inches in width by 4 to 5 inches in depth. Stems are long and stiff, holding the flowers high out of the foliage.

Roots \$.75

MONARCH OF THE EAST, (Almy, 1938)

Color warm gold with apricot and orange buff suffusion, slightly coppery red on reverse. Grand stem up to 4 feet; holds giant flower above bush. Size, 12 to 14 inch blooms and fine for exhibition. H. R. and Certificate winner.

Plants \$1.50

MOTHER MAYTROT, Inf. Dec.

Artistic white informal decorative. Good grower, healthy dark foliage, strong erect stems. Early and of remarkable keeping qualities. A profuse bloomer. Won the American Home Achievement Medal.

Plants \$1.50

MRS. GEORGE LE BOUTILLIER, I. D.

A giant flower. Color, deep crimson red, the blooms are exceptionally large and are held erect on long, stiff, almost leafless stems, high above the foliage.

Roots \$.65

MRS. IDA CHASE, Str. Cac.

The colors are combination of bright lemon yellow and spinel pink, reverse pale lavender pink. Blooms have good depth, perfect stems, plant growth is all that could be desired in a dahlia.

Roots \$1.00

MRS. WM. KNUDSON

A pure white, large size, strong grower. Has won many prizes. On Honor Roll and Certificate winner at the trial grounds.

Plants \$1.50

MURPHY'S MASTERPIECE, I. D.

Immense dark red that takes its place as one of the outstanding exhibition varieties of all times. There seems to be no limit to the size that this great dahlia can be grown. Stem and growth are all that can be desired.

Roots \$.75; Plants \$.50

OAKLEIGH MONARCH, (Hook), F. D.

A Certificate winner and on three Honor Rolls. The flower is unlike any other in many ways. The color is a bright cerise red with broad petals being nearly tubular near the center. Fine keeper. Our stock is very fine of this grand variety.

Roots \$1.00; Plants \$.50

ORINDA, (Newberry-Fraser, 1931), F. D.

This dahlia has the tallest, most vigorous bushes, the longest stems and very large flowers. The color is rosaline purple, one shade darker than Mrs. Ide Ver Warner.

Roots \$.50

PACIFIC SPLENDOR, I. D.

Nearly white at center with body of flower delicate lavender pink. A true pastel shade. The blooms are large with petals slightly waved. Growing habits good. At the Mid-West Show, Cincinnati, this variety was awarded American Home Achievement Medal.

Plants \$.75

PALO ALTO, S. C.

Salmon in two tones — bright pinkish salmon throughout the flower but shading quite perceptibly to a sort of salmon gold at the center. 10 to 12 inches across by 6 inches deep.

Roots \$.50

PINK ELEGANCE, (Indianapolis, D. G.), S. C.

True brilliant rose pink 8 to 10 inches in diameter, with corresponding depth holding perfect center throughout season. Good keeping qualities. Winner of the American Home Achievement Medal in Indianapolis and Louisville.

Plants \$1.65

PINK SPIRAL, (Holland), S. C.

Peach blossom pink of lovely formation, the petals are pointed and narrow. Nearly a true cactus. Well liked by all.

Roots \$.75; Plants \$.50

PRACHTKERL, (Foreign), S. C.

A large deep yellow on long stems, strong grower, very good in our garden last fall. Honor Roll.

Roots \$1.00; Plants \$.50

PRIDE OF AMERICA, ("Nunneviller"), S. C.

Another giant primrose yellow tinted pink on reverse of petals, the outer petals twist in a most enhancing manner, the blooms average 10 to 12 inches and quite deep, are held facing sideways on strong, stiff, cane-like stems, the foliage is large, thick and leathery.

Roots \$1.00

PREMIER'S MAJESTIC, I. D.

An extra large combination of salmon, gold and mulberry. Cane-like stems. New York winner, 1938. Certificate winner at both A. D. S. trial grounds. A beautiful dahlia.

Plants \$2.00

PRIMROSE, (Bissell), In. C.

An attractively formed flower of straw yellow, with rose pink reverse. Honor Roll and Award of Honor Dahlia. Excellent keeper, free and early bloomer, with fine stems.

Plants \$1.25

PURPLE MIST, (Emmons, 1937), F. D.

Color, dark violet. Blooms have excellent substance and average 9 to 10½ inches in diameter by 5 to 6 inches in depth. Good stems; excellent dark green foliage. Winner of the American Home Achievement Medal at Cleveland, 1936.

Plants \$1.00

QUEEN CITY, F. D.

Scarlet pink, a glorious new color. Combines the quality stem, and productivity of Buckeye Bride with long life as a cut flower. A REAL cut flower.

Roots \$1.00; Plants \$.50

***REILE, S. C.**

Salmon with cream centers. Attractively formed flowers highly suitable for baskets and decorative work. Foreign variety.

Plants \$.75

RED SUNSET, (Robens, 1938), I. D.

Bright scarlet, extra long stems, exhibition type. Certificate winner at East Lansing trial grounds.

Plants \$1.50

RED JUG, (Preas-Ruschmohr), S. C.

Striking cardinal red. The petals tipped yellow. Blooms average 10 inches in diameter and 5 inches deep. It won the American Achievement medal as the best undisseminated dahlia in the West Virginia show. The stems are long and stiff.

Roots \$.75

RED VICTOR, (Strasen), I. D.

A beautiful novelty. It is not a tremendously large flower but can be grown easily to exhibition size. The color is an unusual shade of rose-red, and under artificial light is a sparkling, brilliant flower.

Plants \$.75



This view shows our Root Storage Building with offices above and Propagating and Growing Houses

{

 A partial glimpse of three acres of Dahlias in bloom at
 Zant's Wildwood Gardens, Grand Rapids, Michigan —
 Michigan's Finest Dahlia Farm.

Visitors
Always Welcome
}

ONE of the most modern plants in the country for producing the Highest Grade of Roots and Plants. Has these exclusive features: A 25 by 75-foot Foley Greenhouse, where the plants are grown cool, making short stocky plants that we can ship anywhere in the United States and guarantee safe delivery. We also have a separate Propagating House, 10 by 25 feet, equipped with electrically heated

benches for rooting the cuttings. These are controlled by electric thermostats. The plants are hardened off before shipping — we ship them safely all over the United States.

Our Modern Overhead Irrigation System, and Air-Conditioned Storage with proper temperature and humidity, insure for our customers "Full-of-Vitality-Roots" that will grow anywhere.



*Note
the
Husky
Growth
in our
Exhibition
Garden*

ROBERT L. RIPLEY, (Salem, D. G.)

This variety is without question one of the largest varieties grown. Color, soft Rhodamine purple with deep rose pink suffusion throughout. Stems are straight and strong. Flowers have good substance and keep wonderfully well. Winner of many prizes as the largest bloomer.

Roots \$2.50; Plants \$1.00

ROCKLEY DICTATOR, (Rockley), S. C.

A giant crimson scarlet that may be grown to 12 inches without forcing; good centers and rigid stems, foliage good. Winner of two Achievement Medals — West Virginia State Dahlia Show and at Cleveland, Ohio.

Plants \$1.00

ROSEMARY'S BEAUTY, (Rosemary Gardens), S. C.

Pink shading to lemon center; flowers 11 inches with plenty of depth. Blooms early. Winner of American Home Achievement Medal at Cleveland. On Honor Roll.

Plants \$2.00

ROSE OF HEAVEN, (Almy), I. D.

This variety was a favorite at the Georgia Test Gardens, with many of the visitors and its color is the same shade of pink as the Pink Radiance Rose. Bushes grow 5 to 6 feet in height.

Roots \$2.00; Plants \$1.00

RUBY TAYLOR, I. D.

A prize winner from the Pacific coast. The color is carmine and the large deep blooms are supported by perfect, long, stiff stems. Awarded a Certificate at Storr's.

Roots \$.50

RUDOLPH'S GIANT, (Rudolph), I. D.

A giant in fact. Winner of largest bloom at New York show in 1936. The large blooms have great depth and the stems are all that could be desired. The color is a live buff with apricot and pink suffusions.

Plants \$.75

SHELDON'S LOUISE, I. D.

A giant bloom of a rich red. A 14-inch bloom won first prize and a special gold medal at Boston. Grows 6 feet tall, blooms can be cut on 3-foot stems. A fine grower.

Plants \$1.00

SLEEPY HOLLOW, (D. T. Morgan, Jr.)

A large true incurved cactus of vivid shell pink shading to creamy white at the center. Bush grows 6 feet with long, strong stems. Blooms 9-11 inches with proportionate depth. Free bloomer, perfect centers. Winner at New York, Greenwich, Conn., and Cleveland. Selected for the Honor Roll by Mr. Barron and Mr. Johnson.

Plants \$2.00



SON OF SATAN

SON OF SATAN, (Slocum), I. C.

One of the largest and brightest of its type. Intense flame red on excellent stems. Blooms up to twelve inches in diameter. A sensation in any garden and a winner in any show. On four Honor Rolls.

Roots \$1.00; Plants \$.50

STRAIGHT'S WHITE, (Straight-Ruschmohr)

A real informal decorative that everyone can grow. Winner at New York of the Derrill W. Hart Memorial Medal and also as the best white I. D. Also won at Camden, N. J., as best I. D. in the seedling class. Selected for the Honor Roll by Mr. Barron and Mr. Johnson.

Plants \$3.35

NOTICE

After April 1st we will send you 10 strong roots, all labeled, all different. Our selection of varieties we have a surplus of. Guaranteed \$5.00 catalog value for \$2.00.

SUNRAYS, (Straight-Ruschmohr)

I. D. color buff with apricot suffusion, reverse of petal peach red. Blooms average 12 inches by 5 inches in depth. Extra long stiff stems, dark green foliage. Achievement Medal Winner at Rockville Center. Certified at East Lansing and Fairmont, 1936. On Honor Roll.

Plants \$3.35

SULTAN OF HILLCREST, F. D.

An outstanding golden yellow with sunrise yellow reverse, extra large blooms on long stiff stems.

Roots \$.75

THE FIREMAN, I. D.

A striking cardinal red with golden flushes and golden tips at center of flower. Certified at Storr's in '33 and won the American Home Achievement Medal at Boston.

Roots \$.75

Dear Friends:

We are always interested in hearing how our Dahlias grew for you and we will send, after digging this fall, a free root of

MONARCH OF THE EAST

to the writers of the six most interesting letters received by November 15th, letters to be published in our 1940 catalog.

WASHINGTON GIANT, (Lee), I. D.

A real lavender of large size. The flowers are nicely streaked with silver and are borne in profusion on free branching bushes.

Roots \$.75; Plants \$.50

WATCHUNG GIANT, (Smith), I. D.

Bloom 11 by 6, bush 6 ft. A dahlia for the largest bloom class of deep amber yellow suffused orange cadmium. It is a good strong growing variety with many winnings to its credit.

Plants \$1.00

WENOKA, (Hulin), F. D.

One of the largest formals that it has been our pleasure to grow. Rosy mauve. Stems are very long and strong, carrying the flowers well above the rugged bushes.

Roots \$.75

WM. G. WYLLIE, F. D.

Extra large yellow, buff and pink, strong grower, good stems, very fine.

Plants \$.75

VOLCANO, F. D.

Soft glowing orange flame, 10 to 12 inches and 6 to 8 inches deep. The O. V. D. A. has indorsed the great vigor of this fine variety. All big strong bushes and big clumps. You will note Volcano winning in exhibitions for many years to come.

Plants \$1.00

***See the Winning Photos of Our
1938 Garden Contest***

We wish to Thank all of our Dahlia Friends (and Customers) who were so heartily satisfied with their gardens of Zant's Blue Ribbon Dahlias that they sent dozens of pictures and such encouraging letters. We enjoy looking at the pictures as much as you do the gardens, and we and our customers think more of this friendly contest every season.

We hope you enjoy it as much as we do.

STANDARD VARIETIES

Grown in Quantity for the Cut Flower Trade

C. Cactus — D. Decorative

Any 6 Varieties Priced at 25c for \$1.00

Any 6 Varieties Priced at 50c for \$2.00

All Orders \$1.00 or More Sent Postage Paid

Orders Less than \$1.00 Include 15c for Packing and Postage

Agnes L. Young. D. Brilliant red, gold tips.....	Roots \$.25
*Celia. C. Lavender to pink. Beautiful.....	Roots \$.25
Countess of Pembroke. D. Lavender.....	Roots \$.15
*Countess of Lonsdale. C. Popular salmon pink	Roots \$.25
Cavalcade. D. Old rose or mulberry. Extra long stem, \$10.00 a root in 1935.....	Roots \$.50
Darlene. C. Fine shell pink.....	Roots \$.15
Doazon. C. Giant orange scarlet.....	Roots \$.15
Dwight W. Morrow. D. Large dark red.....	Roots \$.50
Elinor Vanderveer. D. Glowing rose pink.....	Roots \$.15
Golden West. C. Yellow overlaid orange.....	Roots \$.15
Girl of Hillcrest. F. D. Bright orange. Large.....	Roots \$.50
Golden Eclipse. F. D. Large golden yellow.....	Roots \$.50
Grolls Genesee. D. Beautiful shade of orange.....	Roots \$.50
Hillcrest Mandarin. D. Brilliant Oriental scarlet	Roots \$.25
Jane Cowl. D. Bronzy buff and salmon.....	Roots \$.15
Josephine G. S. C. Fine rose-pink to yellow.....	Roots \$.50
Jersey's Beauty. D. Most popular pink.....	Roots \$.15
Jersey's Beacon. D. Scarlet and buff.....	Roots \$.15
Kathleen Norris. D. Large pink.....	Roots \$.50
Kemp's White Wonder. D. Giant white.....	Roots \$.25
Kentucky. D. Pink to bronze. Extra good.....	Roots \$.25
Laura Morris. D. Giant deep yellow.....	Roots \$.25
Libelle. C. Royal purple.....	Roots \$.15
*Marguerite Bouchon. C. Pink with white center	Roots \$.25
Margaret Woodrow Wilson. D. Creamy white, suffused soft pink. A winner.....	Roots \$.15
*Melody. C. Yellow, often tipped white.....	Roots \$.25
*Minomoto. C. Large dazzling scarlet.....	Roots \$.50
Mrs. I. de Ver Warner. D. Large orchid-lavender	Roots \$.15
Omar Khayyam. D. Chinese red and orange.....	Roots \$.25
Monmouth Champion. D. Large orange flame.....	Roots \$.25
Pride of California. D. A great red.....	Roots \$.15
Pride of Stratford. D. Best large red-orange.....	Roots \$.25
Purity. D. Fine large white.....	Roots \$.15
Prince of Persia. D. Immense bright red.....	Roots \$.50
*Rene Cayeux. C. Brilliant red, fine keeper.....	Roots \$.25
*Rheimscher Frohsinn. White and rose.....	Roots \$.25
Robert Treat. D. American Beauty red.....	Roots \$.25
Ruth Vaughan. D. Extra large La France pink	Roots \$.50
Satan. S. C. Large scarlet, tipped gold.....	Roots \$.50
Star of Bethlehem. C. Pure white, starlike petals	Roots \$.50

The Commodore. D. Giant canary yellow.....	Roots \$.25
Thomas A. Edison. D. Large royal purple.....	Roots \$.25
*Washington City. C. Extra good white.....	Roots \$.25
Wm. H. Hogan. D. Fine red and white.....	Roots \$.25
W. H. T. D. Unusual shade of old rose.....	Roots \$.25
Yellow Colosse. D. Excellent yellow. Large....	Roots \$.15
*Zephyr. C. Fine pink cut flower.....	Roots \$.15

FREE—EXTRA

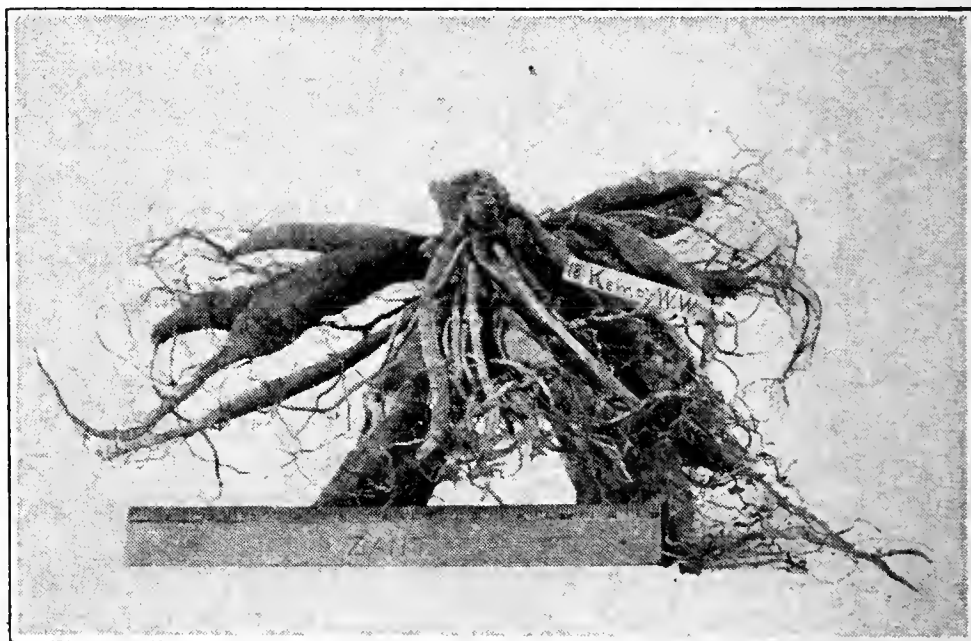
A Root of Satan with an order for 3 assortments at \$1.00 each sent to one address.

A Root of California Idol with an order for 3 assortments at \$2.00 each sent to one address.

Get your friends to send their orders through you and get the extra free root for yourself.

A FRIENDLY TIP

Do not pass up the varieties in this standard group on account of the low prices. A number of them, if given a new name and sent to a trial ground, would prove just as popular as many of the late Honor Roll varieties. They have stood the test.



An actual photograph of a clump measuring 16 inches across, grown from a green plant. This proves what we claim for Zant's plants.

LOWEST PRICES

Shopping around for the lowest prices is a habit with some people. We admit we also had it years ago, but we found it an expensive one in the end. The initial price of a variety is certainly only a part of the price. It costs just as much to plant, cultivate, spray, dig, and store a poor quality tuber or plant as a good one, and how different is the result.

We have the Best and Largest Crop of Roots in years for our Customers, and on account of present day conditions we have reduced our prices on Roots and Plants so that you do not have to buy inferior stock.

MINIATURE DAHLIAS

Miniatures are of the same form as the large dahlias, but miniature in size. We enjoy the growing of miniatures. They are wonderful as cut flowers, and beautiful for home arrangements. They require less garden space. We recommend them to you, and urge you try a few of them.

A. D. Livoni. Ball. Beautiful shell pink.....	Roots \$.25
Baby Royal. S. C. Salmon pink and apricot. Prize winner.....	Roots \$.25
Beatrice Von Valkenburg. F. D. Orchid and lavender. Free bloomer.....	Roots \$.35
Bishop of Llandaff. Bright scarlet. Dark brown lacy foliage	Roots \$.35
Bluebird. Bluish lavender. Good stems. Strong grower	Roots \$.35
Buckeye Baby. F. D. Golden buff.....	Roots \$.35
Carla. S. C. Buff and old rose. A prolific bloomer on good stems.....	Roots \$.25
Dahliadel Joy. C. Soft lemon yellow. Very popular	Roots \$.60
Dicky Moore. F. D. Bright red. Good stems...	Roots \$.40
Easter Greeting. S. C. White with creamy cast.	
Donna Mabel.....	Plants \$.50
Easter Greeting. S. C. White with creamy cast Low grower and covered with blooms. Can be grown in pots.....	Roots \$.50; Plants \$.50
Elizabeth Pape. C. Pale pink and yellow.....	Roots \$.25
Fred Springer. D. Poinsettia red. Extra fine...	Roots \$.25
Fairy. F. D. Soft rose pink. Very good.....	Roots \$.25
Gutt Gluck. S. C. Violet tipped white. A good bi-color	Roots \$.40
Jean. I. D. Apricot buff. Beautiful, and one of our best cut flowers.....	Roots \$.50; Plants \$.50
Joan. C. Imported Holland variety of bright rose pink. Extra good.....	Plants \$.50
Kentucky Babe. F. D. Salmon suffused and edged old rose.....	Roots \$.40
Kiss Me. I. D. Bi-color, bright red and white. Tall grower. Good stems. Very good.....	Roots \$.25
Lady Mary Hope. I. D. Amber and white. Extra good bi-color	Roots \$.35
Little Miss Muffet. I. D. True pink. Each petal edged deeper pink. One of the best.....	Plants \$.50
Little Nemo. F. D. A red tipped white. Very popular	Roots \$.50; Plants \$.50
Little Peacherino. F. D. Pink with pale yellow at base of petals. A mass of bloom.....	Plants \$.50
Miss Vivian. I. D. Beautiful rose pink. Good keeper, long stems.....	Roots \$.50
Orchid Lady. F. D. Orchid pink. Won certifi- cate at trial ground.....	Roots \$.35
Persimmon. F. D. Soft russet orange. On Honor Roll	Roots \$.25
Pink Pearl. Shell pink, golden center.....	Roots \$.35
Sanhican's Sweetheart. C. Salmon. Fine stems...	Roots \$.35
Sylvia. F. D. Free flowering garnet red.....	Plants \$.50
Teddy Johnson. F. D. Extra fine, pink and white. Good stems. New and scarce.....	Plants \$.50

An extra Root of our selection free with an order of 5 or more varieties of Miniatures, labelled and different.

POMPONS

Pompons are also coming to the front along with the miniatures, and this past season our lady visitors in the garden were thrilled with the beautiful pompon blooms.

These small flowered dahlias have become very popular because of their general usefulness. They lend themselves nicely to effects in the landscaped gardens. As a flower for arrangements, they are ideal, keeping a long time.

Aimee. Splendid small bronze.....	Roots \$.15
Amber Queen. Beautiful shade of amber.....	Roots \$.15
Anna von Schwerin. Beautiful shell pink with white eye. Very fine.....	Roots \$.25
Atom. Tiny bright red.....	Roots \$.25
Belle of Springfield. A small flower of soft rosy red	Roots \$.25
Brightest of All. Brilliant scarlet.....	Roots \$.25
Betty Ann, Pom. (Johnson 1936.) A soft clear pink. An exhibition pompon with a fine list of winnings to its credit. One of the best of of the new pinks.....	Plants \$.50
Catherine. Clear yellow. Early.....	Roots \$.35
Cora May. Salmon pink and yellow.....	Roots \$.25
Chickie. New. Carmine and rose red. Unusual color	Roots \$.35
Dee Dee. Lilac lavender.....	Roots \$.25
Fashion. Bronze. Nice size.....	Roots \$.25
Florist's Gem. Yellow, edged red. One of the best for cutting.....	Roots \$.25
Gertrude. Rich crimson. Extra fine.....	Roots \$.25
Haake's Glow. Beautiful rich old rose.....	Roots \$.25
Honey. Light honey yellow, suffused red.....	Roots \$.25
Jill. Lemon yellow, margined carmine.....	Roots \$.25
Joe Fette. Pure white. The best.....	Roots \$.20
Little Herman. Red and white. Bi-color. Good....	Roots \$.25
Morning Mist. White with rosy lavender cen- ter, outlined with lavender. Great bloomer, stiff wiry stems. Excellent.....	Roots \$.25
Nerissa. Soft rose pink, tinted silver.....	Roots \$.35
Pink Baby. 1939. A real pink. 1½-inch bloom. Prolific bloomer.....	Roots \$.75; Plants \$.50
Raphael. A long stemmed dark red to maroon.	Roots \$.20
Rosa Wilmouth. Rosy pink. Grand for cut- ting	Root \$.20
Silvertip. Small purple with center and re- verse silver gray.....	Roots \$.35
Snowclad. One of the best whites.....	Roots \$.25
Sunbeam. Orange, red tipped.....	Roots \$.25
Taka's Purple. Very small cerise purple on the finest clean stems.....	Roots \$.25
Taka's Yellow. Pure canary yellow.....	Roots \$.25
Teeny Weeny. Bright salmon. Prize winner in Northwest. Blooms 1 inch. Good stems....	Roots \$.40
Yellow Gem. The finest deep yellow; good stems and best for cutting.....	Roots \$.20

FREE. An extra Root, labeled, our selection free with every 5 varieties ordered from above list.

ROOT COLLECTIONS

All Husky Michigan Grown Roots
and every variety has done well in our gardens

SPECIAL ROOT COLLECTION NO. 1

Judge Samuel Seabury	Golden Standard
Mrs. Geo. Le Boutillier	Palo Alto
Clara Carder	Wenoka
Daughter of Venus	Satan

Any 4 of the above lot for.....\$2.00

The entire 8 Roots for, postpaid.....\$3.50

SPECIAL ROOT COLLECTION NO. 2

Murphy's Masterpiece	Elissa Landi
Mary Retzer	The Fireman
Mammoth Queen	Man-O-War
Azura	Red Jug

Any 4 of the above lot for.....\$2.50

The entire 8 Roots for.....\$4.50

SPECIAL ROOT COLLECTION NO. 3

America's Sweetheart	Betty Zane
Son of Satan	California Idol
Hunt's Velvet Wonder	Pride of America
Challenger	Miss Oakland
Incandescence	Mrs. Ida Chase
Margrace	Lord of Autumn

Any 6 of the above lot for.....\$5.00

The entire 12 Roots for.....\$9.00

SPECIAL ROOT COLLECTION NO. 4

Jimmie Fox	Mad River Chief
Chemar's Pure White	Kemp Great Eastern
Oakleigh Monarch	Miriam Hopkins
Prachtkerl	Fireball

Any 4 Varieties for.....\$ 6.00

The entire 8 Vareties for.....\$10.00

A Gift. With every order of \$2.00 and over we include an extra root. Our customers know this and it's our pleasure to do it.

The larger the order, the better the gift.

Money Saving Plant Collections

We specialize in Green Plants and have made a country-wide reputation with the husky plants we've sent out to nearly every state from Maine to California and Minnesota to Texas.

ZANT'S PLANT COLLECTIONS

G. P. 1

American Purity	Broomall's Pink
Discovery	Julia Irene
Kemp's Great Eastern	Leland Stanford
Mad River Chief	Pacific Splendor
Red Victor	Wm. G. Wylie

Any 4 Varieties\$2.50

Any 8 Varieties\$4.50

ZANT'S PLANT COLLECTIONS

G. P. 2

Bernice Geer	Darcy Sainsbury
David Copperfield	Dream Beauty
Freda George	George Relyea
Golden Beauty	Greater Glory
Jimmie Fox	Kilgore's King
Miss Engelwood	Rockleigh Dictator
Rose of Heaven	Robert L. Ripley
Sheldon's Louise	Volcano

Any 5 Varieties\$ 4.25

Any 10 Varieties\$ 7.95

All 16 Varieties\$11.50

ZANT'S PLANT COLLECTIONS

G. P. 3

OUR SUPER COLLECTION

Carl G. Dahl	Dean Anderson
Geo. O. Wallace	Gladys Sandford
Grace Moore	Grand Master
Katie K.	Monarch of the East
Mother Maytrott	Mrs. Wm. Knudson
Pink Elegance	Sleepy Hollow
Red Sunset	Premier's Majestic

Your Choice Any 4 Varieties.....\$ 6.00

Your Choice Any 8 Varieties.....\$11.00

All 16 Varieties\$20.00

And a Plant of Burch Foraker, on 1939
Honor Roll — Value \$4.00 — Sent with
the 16 above Varieties for.....\$21.50

LETTERS OF APPRECIATION

Southbridge, Mass.
May 19

I want to thank you for your kind treatment for the extras. All the stock you sent arrived in fine condition, just as I expected it would do; and allow me to congratulate you on your fine packing system. I have been receiving plants and roots for over 30 years, both in this country and the old country, but yours is the tops. The weather here is very cold and rainy, but the plants are standing up fine, all credit due to your fine healthy stock; mine is all Zant's, don't wish for any other. MR. D. Y.

★

Cornwallis, W. Va.
May 22

The Dahlia plant and roots were received this morning. From past experience I expected good stock and was not disappointed.

★

Highland Park, Ill.
June 10

The order of plants and tubers shipped from Grand Rapids yesterday morning reached me last night at 6:30 p.m., in fine shape and I am more than grateful to you for the extra tubers. I must say I think you are a good mind reader as I wanted California Idol and it made me very happy to find it among the tubers I got. MRS. R. S.

★

Excelsior Springs, Mo.
May 26

The plants arrived this a.m. Fine plants in best of condition. Many thanks for the wonderful extras. J. E.

★

Salem, Ill.
May 29

The dahlia plants arrived in fine condition. Am looking forward to blooming time, as I hope to have some nice blooms. I thank you for the extra one you sent with my order. Q. E. L.

★

Little Falls, N. Y.
October 13

The flowers were so beautiful that we had the best garden in Ryle Park. Everybody stopped to look, also all autos stopped at the corner to take a peek. Some of the flowers stood eight feet high. Nine big flowers of the Murphy's Masterpiece were the size of a dinner plate.

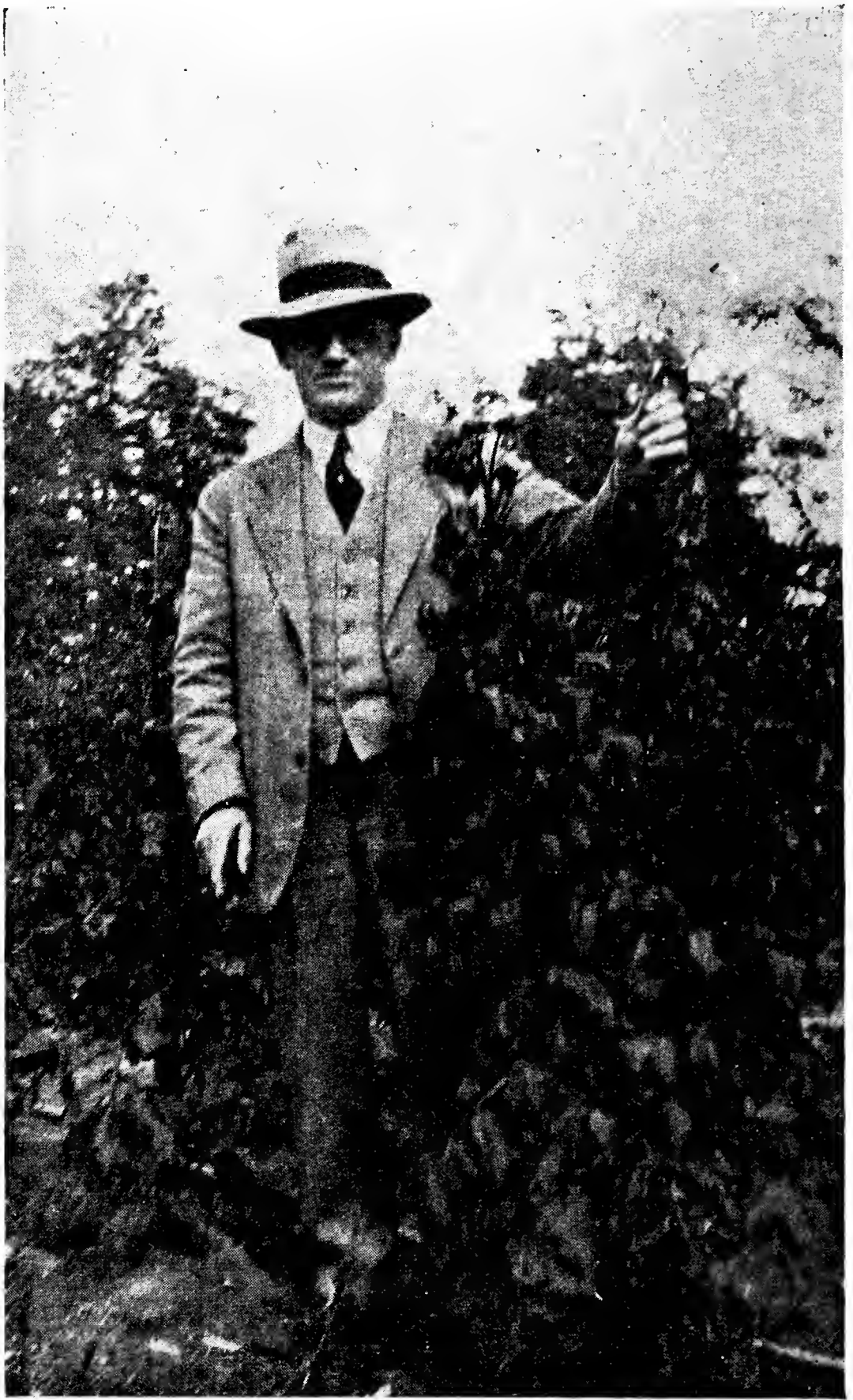
MRS. A. De V.

★

Mechanicsville, Iowa.

Just a few lines on how I fared with your Dahlias this year. Our garden was the talk of our town as you will see by the local newspaper clipping which I enclose.

Murphy's Masterpiece won the crown with two 12-inch and four 11-inch flowers out at one time. It was wonderful. Mrs. Cornelia B. Pinchot is simply superb. America's Sweetheart a regular giant, it had four open at once so close together it looked like one flower two feet across. My brother in Europe also had wonderful success with the roots you sent him, blooms up to 14 inches across he wrote. Please send your new catalog as early as possible and thank you. REV. H. F.

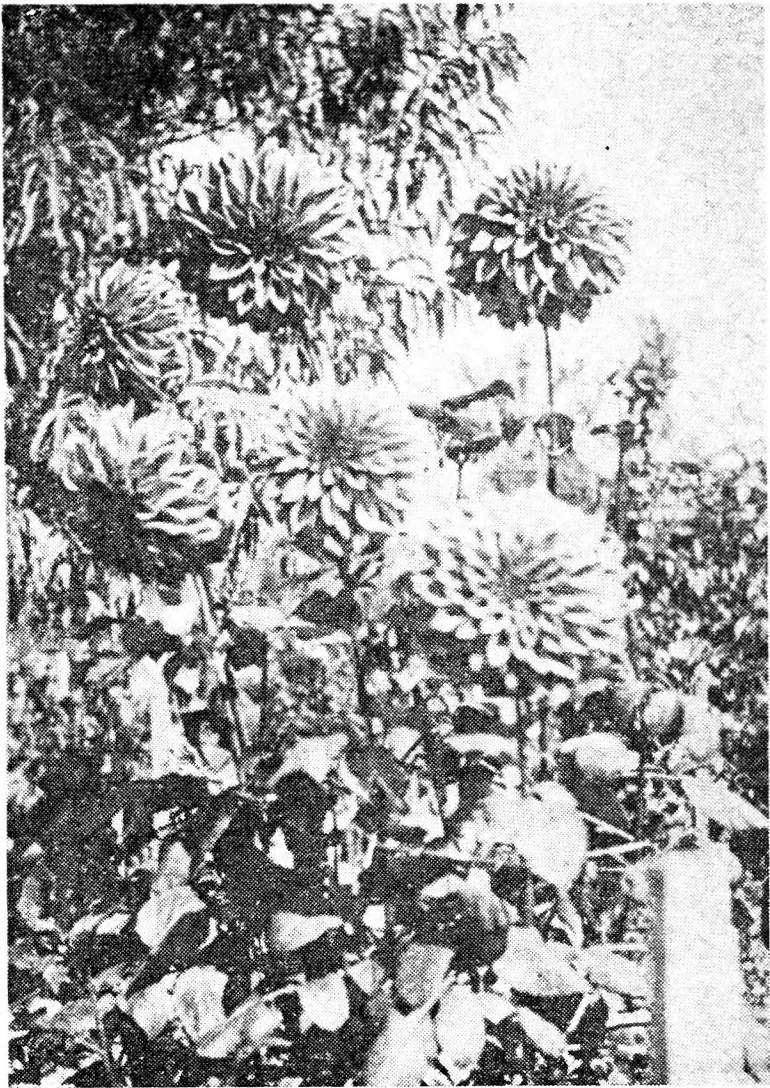


Garden Notes of 1938

One of our pleasures during the winter months is to go over our garden notes. We again see the garden as it was in bloom and compare the much-talked-of new variety with the older variety it was to replace. Many times they do — but just as often the much advertised, new, sensational stand-out proves to be very ordinary when sent out to be grown in all types of soil, and climates, etc. We try to see the new ones growing in the garden or Trial Grounds before we catalog them, as we

much prefer garden performance to Show Room because that near 100% bloom might have been the only good bloom of that variety. It might have been forced to produce a few extraordinary sized blooms by high power fertilizers. We do not want any of that type of stock. Of the 1938 Introductions our favorites were Sleepy Hollow and Pink Elegance in the Pink. In white it was a toss up between Michigan White and Mrs. Wm. S. Knudsen; Miss Oakland is a wonderful white but it does burn on the back of the petals. Freda George and Darcy Sainsbury, both Australian varieties and both creamy white are outstanding. Sunray's and Carl G. Dahl, both apricot shades, were talked about as super dahlias wherever two growers or fans got together. Mad River Chief, a 1937 Variety, a Giant Velvety Carmine with 3 ft. stems stood out in our garden. Visitors could not miss it. It's just one of those, "I must have that kind." Mr. Slocum's Burch Foraker, the highest scoring Dahlia at East Lansing Trial Gardens, a bright Fire Red, was what I call a Real Dahlia. Like most men I like red and, brother, this one is sure red. I expected Mr. Slocum to price it much higher than \$10.00 per root and it's worth more. We've paid \$15.00 and \$20.00 for a number of Honor Roll varieties in the last four or five years that can't touch this sensational Red for Garden or Exhibition; and his Miss Ionia is certainly a dream as a cut flower. No doubt about it, the smaller dahlias are coming strong. Many visitors who do not have room for the large varieties are buying miniatures and Poms, and we have put in a lot more ourselves. You can't beat them for table decorations and they stand up and last like Zinnias, so why bother with Zinnias. We do not believe in using fertilizer when planting unless it's bone meal which can do no harm. We wait until the buds show and then give them three applications of a balanced or a good potato fertilizer, a handful to each bush ten days apart. Spread it in about an 18-inch circle to make the roots go out after it, then you won't have curled up roots when digging clump. With each order we send complete instructions which when followed will assure you a Dahlia Garden to be proud of.

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